

ABSTRACT OF THE DISCLOSURE

"Collaborative Content Programming"

A method and system give an audience the ability to gain more control over the content they receive. The system learns about each user's individual preferences and builds profiles for users and channels. The content for a given channel is selected either directly by the users or indirectly by software that uses a collaborative content programming method. Collaborative content programming offers an intermediate solution in which users with similar preferences jointly decide what content is included in a specific channel.